

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 055-2004



To: Mayor David Dermer and
Members of the City Commission

Date: March 5, 2004

From: Jorge M. Gonzalez
City Manager

A handwritten signature in cursive script, appearing to read "Jorge", written over the printed name.

Subject: COMMUNITY RELATIONS BOARD APPOINTMENTS

On December 19, 2001, the Miami Beach City Commission passed an ordinance amending the membership of the City's Community Relations Board to include four (4) additional voting members, three (3) of which appointed by the City Manager and an ex-officio member appointed by the Miami-Dade County Community Relations Board. Two of the appointments I made in 2002 are now available.

Ms. Roymi Membiela has resigned from the Community Relations Board to serve on the Cultural Arts Council. Ms. Shelly Bell has also resigned because she has moved from Miami Beach. Joe Zubizurrta, Chief Operating Officer of Zubi Advertising, remains on the CRB and remains my representative from the Middle Beach area.

My two new appointments are:

1. Valerie Taylor – Valerie lives on South Beach and is the Marketing and Media Director for the Virginia Key Beach Park Trust.
2. Aileen Ochoa – Aileen lives in North Beach and is the coordinator of Community Affairs for Miami Dade College.

I am confident that our new appointments to the Community Relations Board will make a valuable contribution to the good work the Board is already doing. Valerie and Aileen will join the Board at their next scheduled meeting on March 9, 2004.

If you have any questions or need any additional information, please feel free to contact me.

JMG\RI

c: Gilbert Squires, Chair, Miami Beach Community Relations Board
Robert E. Parcher, City Clerk

Valerie L. Taylor
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Strengths

Diverse Interests - Innovative - Leadership - Creative -Visionary - Team Player

Profile

- Creative communicator - excellent message design and issue development which has successfully been conveyed through electronic, verbal and written mediums
- Strong community leadership - demonstrated success in community building and development
- Proven organizational capacity builder - experienced in organizational design, stewardship, and growth

Accomplishments

- Successful business owner for 3.5 years
- Developed curriculums and conducted trainings for more than 7,000 youth and adults on topics including: board development, business skills , dialogue facilitation, environmental issues, HIV prevention , leadership, public speaking, sexual assault, staff development , and volunteerism
- Produced more than a dozen successful, diverse events with a total combined attendance of more than 100,000 people
- Edited numerous briefs, brochures, calendars, media releases, newsletters and web pages

Professional Highlights

New Client Development / Community Partnerships

Successfully secured and managed 20 accounts in own business

Facilitated meetings on a variety of policy, outreach, and education issues by successfully engaging more than 1,000 national, state and local elected officials, community leaders and stakeholders

Forged innovative partnerships in the African American, HIV, and environmental communities

Training/Outreach

Conducted community dialogues which engaged more than 10,000 people

Designed and conducted trainings to enhance productivity for community based organizations

Designed and conducted national political advocacy trainings

Designed and implemented volunteer trainings for more than 1,000 people on a variety of topics

Conducted leadership development training for 50 youth

Trained more than 100 youth and adults on community dialogue facilitation

Event Management

Successfully coordinated 37 events for a month long county-wide celebration

Managed street fair, walkathon and performance stages with more than 10,000 attendees

Produced programming for three day celebration on the National Mall for more than 40,000 attendees

Development

Secured a combined total of \$ 1, 000, 000 from governmental agencies, foundations, and corporations

Successfully coordinated fundraising events

Media Relations

Media placements in South Florida, Florida, regional and national media outlets, including: WSVN

Channel 7-DECO Drive; NBC Channel 6; WHQT Hot 105.1; WLRN TV and 93.1; WHYI Y-100; WRHB

1020 Radio Carnivale; The Haitian Times; The Miami Herald; The Miami Herald Broward Edition; The

New Times; The Miami Times; Street Miami, Caribbean Life; WFTV ABC TV Channel 9; WKMG NBC TV

Channel 6; The Orlando Sentinel; St. Petersburg Times; Associated Press Wire Service, C-SPAN, The

Austin American Statesman

AILEEN OCHOA

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Professional Objective

To serve my community by joining the Miami Beach Community Relations Board.

Summary of Qualifications

- Over 15 years of professional management and public relations experience.
- Creatively resourceful with exceptional teambuilding, research and negotiation skills.
- Professional experience in public speaking, teaching and writing.
- Extremely people oriented and an extraordinary team player.
- Additional experience in broadcasting, radio, and media production.

Professional Experience

Coordinator of Community Affairs, District, Miami-Dade College, October, 2000-present

Serve as a College Representative both at the local and international level with regards to ongoing community related endeavors and cultivation, serve as liaison between the College President, community leaders and public and private organizations.

- Create and plan College-wide activities and functions with high profile community partners.
- Collaborate extensively on public relations and media campaigns; establish, maintain and recruit alumni for ongoing media campaigns and partnerships
- Correspond broadly with key community leaders.
- Procure sponsorship and funding for major College events.
- Act as a liaison between the Office of the President and the student body
- Adjunct Faculty of college level Speech Communication Courses.

Production Assistant (six month internship as part of graduate curriculum)

MTV Latino, Miami Beach, Florida, January 1999-July, 1999

- Assisted in general production of daily news briefs.
- Assisted in general production of special artist documentaries.
- Translated sound bites and provided captioning to be aired.
- Cataloged video library materials.

Broadcast Journalist, United States Army, Ft. Hood, Texas, 1996-1998

- Served as a Public Affairs Office representative at special events and community functions.
- Coordinated special military events and Town Hall meetings.
- Wrote, produced and voiced television and radio scripts for local community shows with potential audiences of 250,000.
- Narrated military ceremonies before large military and civilian audiences including change of commands, ribbon cutting ceremonies and retirement functions.
- Drafted press releases, correspondence and interacted with the local media.

Legal Secretary to Senior Partner & Acting Office Administrator, Hollander & Bartelstone, P.A., Miami, Florida, 1989-1995

- Served as a liaison between staff and partners.
- Transcribed legal documents.
- Drafted memoranda and correspondence.
- Scheduled meetings, appointments and court appearances.
- Interacted with clients, vendors and other representatives.
- Served as a purchasing agent.

Road Manager & Personal Assistant to Lissette & Willy Chirino, Miami, Florida 1986-1989

- Coordinated press conferences and special event receptions.
- Managed rehearsals, travel arrangements and accommodations for performers and musicians.
- Scheduled appointments and interviews with media.
- Updated press releases and prepared press kits.
- Maintained contract agreements and scheduled performances.

Subscriptions Director, Coconut Grove Playhouse, Miami, Florida, 1984-1986

- Oversaw subscriptions department.
- Drafted departmental correspondence.
- Coordinated subscription renewal sales campaigns in conjunction with the marketing department.
- Oversaw general mailing campaigns and conducted extensive public relations with the theater's audiences.

Subscriptions Assistant, Coconut Grove Playhouse, Miami, Florida 1984

- Assisted the Director with the above-described responsibilities.

Education

- Ph.D. Candidate, Barry University.
- M.A. in Communication, Barry University, May 2000.
- B.A. in Liberal Studies, Barry University, March 1995.

Volunteerism

- Entertainment Chair, Miami Book Fair International.
- People for the American Way Steering Committee Member.
- Florida Center for the Literary Arts Steering Committee Member.